

1 A MAN WHO NEEDS ASSISTANCE IS NOT HELPED BY ADVICE

And those who have felt the inconveniences resulting from a shortage of funds can vouch for the truthfulness of this statement. Furthermore, that advice is extended free by everyone, but real assistance comes from very few. So take no chances but open an account and start on the road to success, prosperity and peace of mind. The natural question is, which bank—and the natural answer is the youngest bank in town, and the bank whose directors are three-ried and influential men of town and county.

THE BANK WHO TAKES MORE THAN A SIMPLE BUSINESS INTEREST IN YOUR WANTS

4 A PLACE FOR PEOPLE WHO WANT TO EAT WELL AND BE WELL

Our twenty-five cent meals are without a doubt the best to be had anywhere within the city. Our long suit is short orders served day and night. Our motto is the best of everything properly cooked and served. You will find we are the largest and most up-to-date in town. That is "Who is Who" in the restaurant business.

5 HE'S A CLOTHES DOCTOR

He will alter your clothes and make them fit. He will dry clean and scour and press them. They will look so good that you will hardly know them to be the same old clothes. He can offer you selection from over five hundred samples and will make you a suit from fifteen up and guarantee satisfaction and perfect fit. Why patronize amateurs in the pressing and cleaning business when we have been pleasing you for the past ten years and are now better equipped than ever before? WE RETURN EVERYTHING BUT THE DIRT.

9 WHO SELLS THE BEST BRANDS ON EARTH

Quality and quantity is considered in a hot stuff, as it has made the largest number of warm friends and is called FIRECREEK. Without another high grade article we sell the whole earth in a short time would be a barren wilderness. Another high grade article we sell you could not keep a cow or horse without being in need of it. Another high grade article we sell is used all over the universe, and contractors and builders use it a good deal in their work. This article comes in different grade and we sell the highest quality called the Ivory Wall, and we make a specialty of prepared lime for plastering. To save time and bother just find the home of Studebaker Wagons and Brown Wagons. The Babcock Bugles—and where the McCormick Binders and Rollers are handled exclusively as well as the Bickford & Huffman Grain Drills and International Gasoline Engines. Here you will find the very best of everything that goes into frame constructions, and we can serve you best in lumber.

13 THEORETICAL KNOWLEDGE AND PRACTICAL EXPERIENCE

Combined with energy, ambition and a desire to please all, assurance of a thorough job, finished in accordance with the latest scientific methods, who, with his experience of nine years in the plumbing field, is equipped to take care of your work in all its branches. He takes care of all work personally, therefore can guarantee a first-class job with the latest sanitary methods. To save time and bother just call at No. 30 Main Street.

14 LOOK, WHO'S HERE!

Name the young man who has recently embarked in the jewelry business in all its branches. Judging from the quality and designs of his beautiful new lines success is certain. Who is the watch maker and repair man with practical knowledge and who can back up ever thing he does with fourteen years of actual experience? Name the jeweler who can fit your eyes in the most satisfactory manner with glasses that will meet with your approval; also to your engraving while you wait.

18 I WAS BRED IN OLD VIRGINIA

Born in Lexington and raised in all homes where good things to eat are appreciated. My mother was cleaned and powdered by the full roller process until I became as bright as a white rose and Virginia fancy. You need me, of course you do. The more you knead me the more I do for you. When I am nearest ready for use my admirers notice the pearly whiteness for which I have gained a reputation of good quality. I am made of the most select raw material from Virginia territory, as my maker has a better chance to secure me than the smaller dealer. I am offered to you in exchange for your dough—then I make dough for you. I am often cut up, but that don't worry me as I go ahead and am served to you, taking the shortest route to your heart.

22 QUALITY AND WORKMANSHIP

Go to make high grade millinery. Experience, because the oldest established millinery in Lexington. Quality, because catering to the very best trade makes it possible to carry the finest lines of workmanship because the artistic designs of style are the latest and most up to date to make your selection from. Who leads in experience, quality and workmanship in Lexington? Find who makes a specialty of Royal Society Packages, Hosiery, Gloves, Zephyrs, Embroidery, Silks and Linen.

23 WHO IS THE YOUNG MAN

Who started in business to win, and judging from appearance he is making good? He is a live wire, always busy serving customers and looking for new ones to please. He is capable of satisfying you in the grocery business, as he keeps his store as clean and neat as a good housewife keeps her home. His motto is the very best of everything in fancy and staple groceries, honest weight and royal and faithful in his deliveries. Exclusive agency for Queen Quality Coffees and Teas.

27 WE ARE IN A CLASS BY OURSELVES

Because of the superiority of the Buggy and Wagon value we have to offer. If you buy the Thornhill or Fish Wagons or Stewart Buggy you can be sure that you will receive real value for every dollar spent. These five wagons and carriages have taken their place as the most successful of the day both in performance and service, and the superior quality of material used in their construction. We also manufacture heavy and light harness of the best quality. Here you will find the home of Johnson's Machinery and the Virginia-Carolina Chemical Co.'s Fertilizer. We make a specialty of Lumber, so when you think of building give us a call as our prices will not shock you, for we are in a position to give you the very best lumber values at a reasonable price. We also carry a complete stock of Hay, Grain, Seed, Wood and Coal.

30 IT'S MY BUSINESS

To make the move. I have excellent dray service at your command. Promptness and moderate prices are the keynotes of my success. I can furnish you with a wagon at any time and can haul grips or trunks to any part of the city. Here you will find I have the very best of things pertaining to livery business, and pride myself on having the best turnouts in the city. If you are going to take a drive and want a stylish horse, one that is lively yet gentle, you will want to hunt up this barn as you will find just what you want here. I make a specialty of runabouts and parties, etc.

Who Is Who Contest

For Rules, Directions and List of Prizes, see Page 4
WHO IS WHO, Designed and Arranged by G. H. Sherwood, Toledo, O.

2 THE HOME OF QUALITY

Where do all the well dressed men of Lexington get their nobby furnishings, so full of style and quality, yet can be bought at a nominal figure? Our fall and winter showings of high class furnishings are complete and we are in a position to furnish you with the latest styles of gents' furnishings at a price surpassingly low. We respectfully invite your inspection. Among our many high grade stocks we mention the Regal and Nettleton Shoes, Bates-Street Shirts, and Knapp-Felt Hats.

6 CLOTHES DO NOT MAKE THE MAN

But it plays a major part in helping to make him. It is the well dressed man nowadays who is given first consideration because carefulness in appearance denotes carefulness and thoroughness in other things. There is a store in Lexington where you can be well dressed and save money in buying your clothes and gents' furnishing goods. Each garment fully guaranteed. Who through their eagerness to please and a square deal have established themselves in the confidence of the big majority here. This store is the home of Hart-Schaffner & Marks Clothing and Strouse Brothers Clothing, Manhattan Shirts and the Crossett Shoes.

10 WE ARE CAPABLE OF SATISFYING YOU IN DRUG BUSINESS

You will find one of the most up-to-date pharmacies. Our prescription department for medicines is our pride. And throughout our entire stock you will find we carry the purest and best chemicals, drugs and medicines obtainable. And where a druggist of twenty years of experience is in charge and fills your prescriptions just as the doctor intended them. Here you will find the home of the Nyal's Remedy and the A. D. S. Remedy for every ill. That is who is who in the drug business.

11 IF IT WERE NOT FOR WOMEN

Men would revert to whiskers and carry a club. It is our business to prevent such a state of affairs. And to do so we have the largest, the best, and the most sanitary parlors in the city. We guarantee our work to be first class, with expert workmen and sanitary tools. Our motto is the best of everything and your work properly done. It is our business to make you feel good and look good. All we ask is a trial and you will be sure to call again because the manager is a sly old ---

15 THEY ARE TAILORS OF INDIVIDUALITY

They make a specialty of style, quality and workmanship. There is a style about the clothes that they turn out that distinguish them from all others. It is the quality of the material and design that only expert workmanship can produce that distinguish their tailor made clothes for women and men. A tailor suit is one made by a tailor's own hands in an exclusive tailor shop who must understand the business thoroughly. If you pay a tailor made price see that you get a tailor made suit by patronizing the only up-to-date tailor establishment in Lexington. We have just received a large stock of imported woolsens for men and ladies and can make you the most attractive proposition. We feel safe that better workmanship will be found in our tailor made suits than any other because every dime we charge for making the suit is put into the garment. We give you workmanship for every dollar you pay us for making you a tailor made suit.

19 THREE THINGS THAT DISTINGUISH THIS MARKET

First: The neat and clean appearance of the place and the highest quality of meat sold at price low as possible.
Second: Who thoroughly understands each branch of the business and is capable of satisfying you with meat that will meet with your approval—Home killed meat.
Third: The courtesy treatment that you receive and the pleasure we take in serving you. The man who has had nineteen years experience in the meat business—The one who serves you best.

20 STORE FOR LADIES

Quality and style are the features of this up-to-date store for women. Whose first consideration is quality and style combined with price. Where quality is the selling force. A full line of the most stylish and up-to-date fall hats, cloaks and suits. We have just received from the importers a full line of the latest novelties. As New York leads in things we lead in millinery.

24 QUALITY AND QUANTITY

Where, if not in jewelry and diamonds, should quality be the greatest consideration? This is the place to buy the gift as we have the largest stock of exclusive designs in jewelry, diamonds, watches and cut glass. We are especially stocked to offer you the largest and most beautiful selection. Who is the watch maker and repair man with the most experience? Who backs up everything he sells with 25 years of actual experience in the jewelry business?

28 WHAT ARE THE FOUR ESSENTIALS NECESSARY TO PLACE A GROCERY IN THE FIRST CLASS

Purity, freshness, cleanliness and courtesy. What store possesses these qualities? Purity, because it is our foremost consideration when buying. Freshness, because our stock is not large. We have a complete stock, but not overstocked. Therefore we keep our goods on the move and guarantee their freshness. Cleanliness, because it is our natural disposition. Here are the distinguishing features of this store. A large stock of fine china, cut glass, lamps, at prices that are right. This is the place to buy the gift as we have the stock to select from. We also carry a complete line of enamel ware. We are sole distributors for the Southern stove. Just find the home of Como coffee and you've guessed correctly.

31 PATRONIZE HOME INDUSTRY RUN BY HOME PEOPLE

Your duds and our duds make a good combination. Your duds will last longer, look better because our duds are the right kind that make work a success. We have the best equipment and several years of experience to do the best work at a reasonable price. Just give our duds a trial and your duds will never go elsewhere. Our motto is prompt delivery and we return everything but the dirt.

A BANK WITH A RECORD

Name the oldest bank in the city. The one with the largest Capital. The bank that bears the proud distinction of being one of the very few that successfully weather the stormy days of panics and have never been forced to close its doors for a single day nor cause its depositors the loss of a single dollar. The business secured by this bank has been built up along the strictest lines of honor and integrity. This bank is the oldest financial institution in the county and have paid their stockholders over half a million dollars in dividends, and they have deposited twenty thousand dollars. This bank has been doing business in the same building for over fifteen years. Prompt and efficient service, courteous and honorable treatment is their motto.

7 HELLO, CENTRAL

Give me phone 251. His work has much to do with the sanitary conditions of Lexington. You can't give too much thought to the proper plumbing of your home. It is of vital importance to every member of your family—it concerns their health. He also makes a specialty of hot water and steam heating. He attends to all work personally therefore guarantees it to be perfect and in strict accordance with the latest sanitary plumbing and heating methods.

8 DON'T TAKE THE RISK

By buying bread that may not be clean and wholesome. Patronize home industry that is run by home people. We have one of the very best equipped bakeries in Virginia, and our workroom is open at all hours for public inspection. Get bread that is pure and clean, made of the highest grade of materials which contain the greatest food values. Such bread is baked here at home and sold by nearly all leading grocers. Let the man who has had thirty three years of experience in the baking business carry your baking burdens. Orders for cakes for wedding parties, etc., given especial attention.

12 FOUR DISTINCT BRANCHES OF BUSINESS

First: A fast growing dry goods department and the perfect freedom you enjoy while shopping here, and the pleasure we take in serving you.
Second: A modern and up-to-date grocery store. We guarantee the very best of everything, honest weight and prompt delivery.
Third: We can furnish you with trucking fresh from the garden. This is our specialty.
Fourth: The man that serves the people in the most approved way. With one of the necessities of the present day, That you would miss most on a hot day in June, Had he not delivered his product by noon.

16 TO GET THE BEST

Buy from this man; his product is used in nearly every home in Lexington and comes to you pure and clean. The greatest care is taken with his stock seeing that their food is wholesome. The only one in this vicinity who has had his stock examined and passed by a veterinarian, thus assuring that they are free from all diseases. If you could see how sanitary everything is kept it would induce you to use more of his product. To save time just call phone one long, three shorts on line No. 28.

17 WHO CUTS THE EARTH TO PLEASE YOU

Who are the live wire real estate men who have by careful and fair dealing established themselves in the confidence of the people? Who has sold more farms and city properties than any other firm in the city? Who by their years of experience and knowledge is thoroughly acquainted with all farm properties in Rock bridge and adjoining counties and offer you real value for every dollar you invest, therefore are able to offer you the most attractive propositions? Who also represent the oldest insurance companies in the world?

21 THERE IS NO QUESTION AS TO WHO IS WHO IN THE HARDWARE BUSINESS

We have been serving the public with dependable hardware for the last forty six years, and our aim is to handle only such goods as we know to be positively the best. Those which have stood our closest inspection. This insures absolute satisfaction to every customer. We carry the largest stock of shelf and heavy hardware and these articles we guarantee the best material and workmanship. Among our many high grade stocks we mention the Oliver Chilled Plow, Washburn and Moen Bale Ties, B. P. S. Paints and Varnishes, China & Lac and Adkins Saws.

25 THE OLD RELIABLE

Who is the livery man who has been serving the people in this city and vicinity with the best in livery for thirty-five years. Here you will find the largest and the best equipped livery in the city. If you are going to take a drive or a ride we can furnish you a horse that you can depend upon. Name the man who has persistently kept pegging for years to serve you best, and we will leave it to you who is who in the livery business.

26 EASTER SUNDAY

Decoration days, birthdays, New Year's, Christmas, weddings and anniversaries, what should you send that is inexpensive, yet will bring cheer to the heart of the receiver? A present which carries with it refinement and good taste. Where do you get the best? Who delivers them fresh to your door? "The only one of our kind in town," and the man that can furnish you the best in gardening and trucking.

29 WE ARE ADVOCATES OF CLEANLINESS, HEALTH AND PROSPERITY

Cleanliness, because it creates no smoke, soot or smell, Health, because by its use, no oxygen is consumed and no impurities are cast off into the air. Prosperity, because it usually attracts attention, creates business and is considered one of the best forms of advertising. It lightens the burdens of the housewife, and supplies the business man his greatest necessity. It can be regulated to your own capacity using as much or as little as you need. Causing you no loss or waste, and is always at your command. So you may be able to increase it as your business requires. We strive to give satisfactory service at reasonable cost.

32 THERE IS ONE LARGE TRADING CENTER IN LEXINGTON

The place where quality is the highest and price always the lowest. It is the store of variety selling merchandise of merit in more departments than can be found elsewhere in town. Quality and style are the features of this up-to-date store that enters exclusively to those whose first consideration is quality combined with reasonable price. Where quality is the selling force assisted by a corps of able and courteous sales people. At this store you will find a full line of dry goods, groceries and notions where values are based on quality and right prices. Among our many high grade stocks we mention Warner's Rust-Proof Corsets, Ladies' Jayessco Tailor Made Suits, and Piestley's Black Dress Gowns, Red Cross Shoes. Our grocery department is our pride, and our specialty is Chase and Sanborn's Coffees and Teas and Cutler Bros. Canned Goods and Vegetables. The oldest, the largest, and best equipped store in Lexington.